



DIYers Want to Save More Money in 2020.

H&R Block commissioned Atomik Research to run an online survey of 2,004 self-identified do-it-yourself tax filers in the United States.

Atomik Research Top Stats:



94% of DIY tax filers want to save more money in 2020 than they did in 2019.



61% of DIY tax filers like to get a deadline driven task done early so it's out of the way.



30% of DIY tax filers do not believe their household is doing a good enough job at finding ways to save money.



88% of DIYers are likely to work harder than normal in the future to find a discount or better price for a product or service.



Two-thirds (67%) of DIYers believe asking for help is a sign of strength. However, nearly half (49%) of respondents admit to feeling guilty if they ask someone for help on a task.



More than half (57%) of DIYers believe there should be pricing transparency in tax preparation.



Respondents also cited the need for pricing transparency in receiving medical care **(79%)** and a college education **(70%)**.



When Their Tax Refund is Higher than Expected, the Top 3 Things It Feels Like – According to DIYers:

Winning a championship **(30%)**

A bunch of puppies running up to you **(29%)**

A cold beer on a Friday night **(23%)**

The margin of error fell within +/- 2 percentage points with a confidence interval of 95 percent. The fieldwork took place between November 12 and 13, 2019. Atomik Research is an independent creative market research agency.